

## CLAIMS

What is claimed is:

1. A method of processing multimedia messages outgoing from an originating network comprising:
  - selectively transcoding multimedia content in outgoing multimedia messages from a current format into a default format as a function of their destination network addresses; and
  - sending the messages according to their destination network addresses.
2. The method of claim 1, wherein selectively transcoding multimedia content in outgoing multimedia messages from a current format into a default format as a function of their destination network addresses comprises performing transcoding for messages targeted to email addresses.
3. The method of claim 1, wherein selectively transcoding multimedia content in outgoing multimedia messages from a current format into a default format as a function of their destination network addresses comprises not performing transcoding for messages not targeted to email addresses.
4. The method of claim 1, further comprising selectively transcoding multimedia content in outgoing multimedia messages from a current format into one or more specified formats as a function of their destination network addresses.

5. The method of claim 4, wherein selectively transcoding multimedia content in outgoing multimedia messages from a current format into one or more specified formats as a function of their destination network addresses comprises determining that an outgoing message is targeted to a wireless network domain, and transcoding at least a portion of the multimedia content in the message into a format specified for the targeted wireless network domain.
6. The method of claim 5, wherein determining that an outgoing message is targeted to a wireless network domain comprises identifying a targeted mobile telephone number for the outgoing message and identifying a name of the wireless network domain based on accessing an ENUM database that associates mobile station telephone numbers with particular wireless network domains.
7. The method of claim 5, wherein selectively transcoding multimedia content in outgoing multimedia messages from a current format into one or more specified formats as a function of their destination network addresses comprises transcoding audio content in the outgoing message from a first audio coding format associated with the originating communication network into a second audio coding format specified for the targeted wireless network domain.
8. The method of claim 7, wherein the originating network comprises either a GSM wireless communication network, or a cdma2000 wireless communication network, and the targeted wireless network domain corresponds either to a GSM wireless communication network, or to a cdma2000 wireless communication network.

9. The method of claim 1, wherein the originating network comprises a first wireless communication network, and wherein sending the messages according to their destination network addresses comprises sending the messages from one or more Multimedia Messaging Services (MMS) servers in the first wireless communication network.
10. The method of claim 1, wherein selectively transcoding multimedia content in outgoing multimedia messages from a current format into a default format as a function of their destination network addresses comprises performing default transcoding for outgoing messages targeted to Internet domains and not performing default transcoding for outgoing messages targeted to wireless network domains.
11. The method of claim 10, further comprising, for outgoing messages targeted to wireless network domains, determining whether transcoding is desired for a particular outgoing message targeted to a particular wireless network domain, and, if so, transcoding at least a portion of the multimedia content in that message into a format specified for that particular wireless network domain.
12. The method of claim 11, wherein determining whether transcoding is desired for a particular outgoing message targeted to a particular wireless network domain comprises determining whether a database identifies that particular network as one for which transcoding is desired.
13. The method of claim 12, further comprising identifying from information stored in the database the format specified for that particular network.

14. The method of claim 1, wherein selectively transcoding multimedia content in outgoing multimedia messages from a current format into a default format as a function of their destination network addresses comprises, for a particular outgoing message, determining whether default transcoding is desired based on the destination network address of that message, and if default transcoding is not desired, determining whether specified transcoding is desired based on determining whether a domain database indicates that specified transcoding is desired for the destination network address of that message.

15. A method of processing multimedia messages outgoing from an originating network comprising:
  - sending destination address information for an outgoing multimedia message from a first entity to a second entity;
  - receiving at the first entity a corresponding indication from the second entity as to whether multimedia content transcoding is desired for the message;
  - selectively performing transcoding at the first entity based on the indication; and
  - sending the message from the first entity for delivery to the destination address.
16. The method of claim 15, wherein the second entity is external to the originating network.
17. The method of claim 15, wherein sending destination address information for an outgoing multimedia message from a first entity to a second entity comprises forwarding the message from the first entity to the second entity, and wherein the message includes the destination address information.
18. The method of claim 15, wherein the originating network comprises a first wireless communication network, and wherein sending destination address information for an outgoing multimedia message from a first entity to a second entity comprises sending an indication of a destination mobile telephone number targeted by the message, or sending an indication of a destination network domain targeted by the message.
19. The method of claim 15, wherein receiving from the first entity a corresponding indication from the second entity as to whether multimedia content transcoding is

desired for the message comprises receiving an indication from the second entity that identifies a desired format for transcoding at least a portion of the multimedia content in the message.

20. The method of claim 19, wherein selectively performing transcoding at the first entity based on the indication comprises determining whether the corresponding indication returned by the second entity indicates that transcoding is desired and, if so, transcoding at least a portion of the multimedia content in the message into the desired format.

21. The method of claim 15, wherein sending the message from the first entity for delivery to the destination address comprises sending the message to a multimedia server in a destination network for subsequent delivery to a targeted recipient.

22. A method of processing multimedia messages outgoing from an originating network comprising:
  - forwarding an outgoing multimedia message from a first entity to a second entity;
  - receiving the message back from the second entity at the first entity, after the second entity has subjected the message to selective transcoding of multimedia content in the message; and
  - sending the message from the first entity for delivery to the destination address.
23. The method of claim 22, wherein the second entity is external to the originating network.
24. The method of claim 22, further comprising, at the second entity, selectively performing transcoding of multimedia content in the message and then returning the message to the first entity.
25. The method of claim 24, wherein selectively performing transcoding of multimedia content in the message comprises determining whether transcoding is desired for the message based on a destination address of the message and, if transcoding is desired, transcoding at least a portion of multimedia content in the message from a first coding format into a second coding format.

26. A method of processing multimedia messages outgoing from an originating network comprising:
  - identifying a destination address of an outgoing multimedia message;
  - selectively performing default transcoding of multimedia content in the message based on identifying the destination address as one for which default transcoding is indicated;
  - selectively performing specified transcoding of multimedia content in the message based on identifying the destination address as one for which specified transcoding is indicated; and
  - sending the message for delivery to the destination address.
27. The method of claim 26, wherein sending the message for delivery to the destination address comprises sending the message to a multimedia server in a destination network for delivery by that multimedia server to a targeted recipient of the message.
28. The method of claim 26, wherein identifying the destination address as one for which default transcoding is indicated comprises recognizing that the destination address corresponds to an Internet email address.
29. The method of claim 26, wherein identifying the destination address as one for which specified transcoding is indicated comprises recognizing that the destination address corresponds to a wireless communication network for which transcoding is desired.

30. The method of claim 29, further comprising transcoding at least a portion of the multimedia content in the message from a current coding format into a specified coding format, and wherein the specified coding format is indicated for the destination address.

31. A multimedia message center for processing multimedia messages outgoing from an originating network comprising a server configured to selectively transcode multimedia content in outgoing multimedia messages from a current format into a default format as a function of their destination network addresses, and send the messages according to their destination network addresses.

32. A multimedia message center for processing multimedia messages outgoing from an originating network comprising:

a multimedia server configured to send destination address information for an outgoing multimedia message to a database server, and to receive an indication back from the database server as to whether multimedia content transcoding is desired for the message;

said multimedia server comprising a first circuit configured selectively to perform transcoding based on the indication, and a second circuit configured to send the message for delivery to the destination address.

33. A multimedia message center for processing multimedia messages outgoing from an originating network comprising a multimedia server configured to forward an outgoing multimedia message to a transcoding system, to receive the message back after the transcoding system has subjected the message to selective transcoding of multimedia content in the message, and to send the message from the first entity for delivery to the destination address.